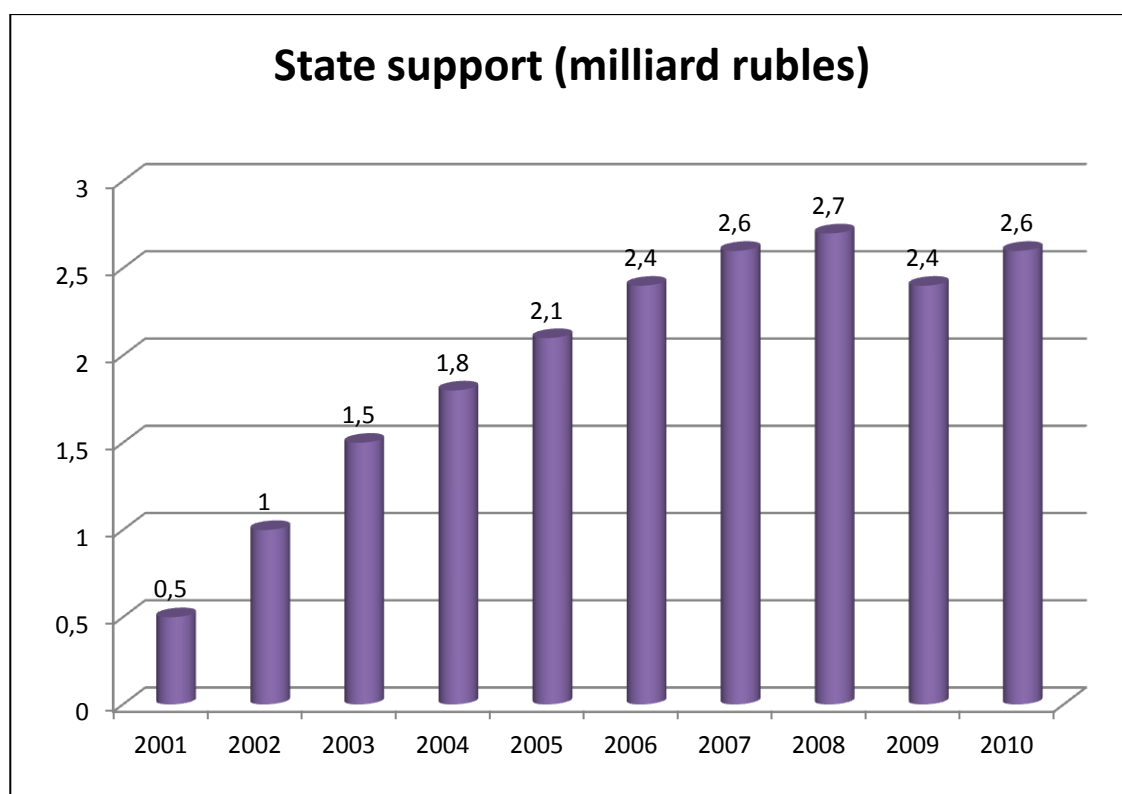


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**КИНО В РОССИИ И США****Алиева М.Р., Орлова Е.В.,****научный руководитель ст. преподаватель кафедры иностранных языков для инженерных направлений Антолиновская В.М.*****Институт управления бизнес процессами и экономики***

At the present time the basic problems of the Russian cinema are connected with a role of it in a world film distribution. The falling-off happened because of the progress in Hollywood. In this case the Russian moviedom gets worse from year to year. In our opinion, a film distribution problem is the major for the domestic film industry. For the solving the problem the state support is necessary. The purpose of our work is to compare the Russian and American films and to consider the ways of popularization of the Russian moviedom.

Every year the state invests a considerable sum to the film production and gets profit from it (drawing 1). Thus, the more profit Russian cinema gets in the world film service the more profit it will bring to Russia.



Drawing 1 – State support

According with this we have revealed some problems influencing on the popularity of a film:

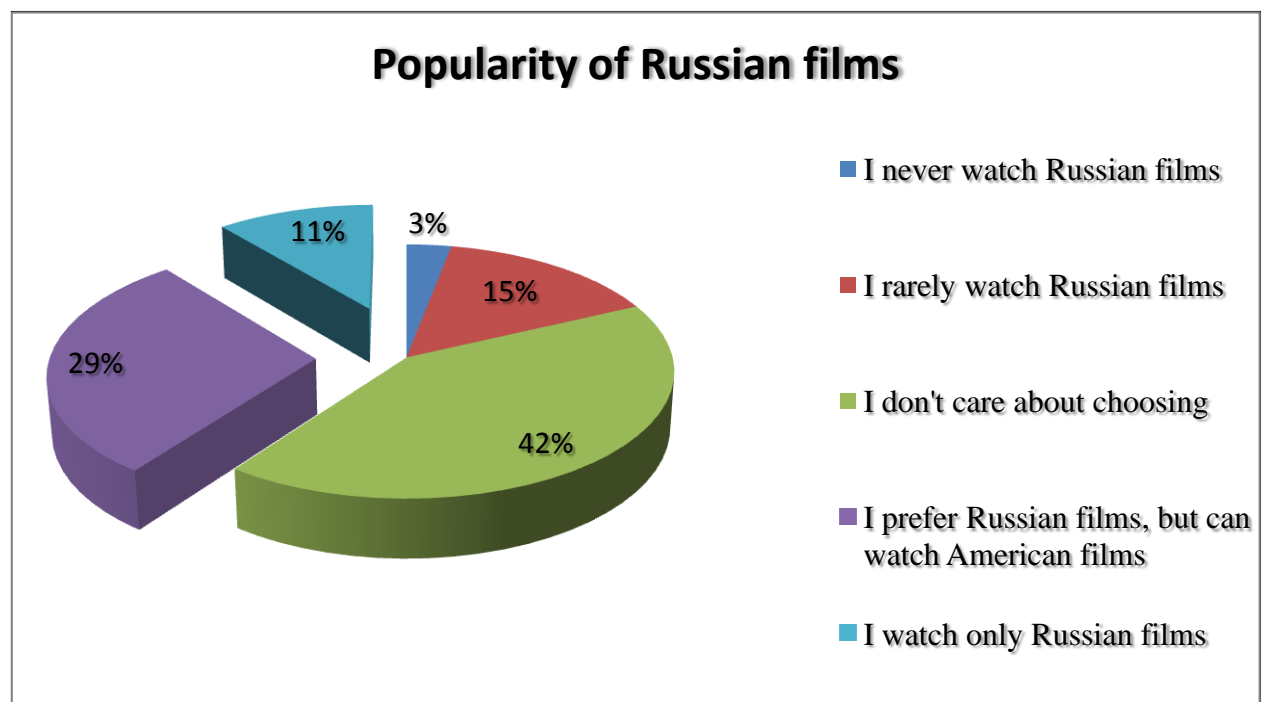
- The quality of film-making techniques. Americans spend plenty of money to make a high-quality film. It is possible with high-quality equipment only.
- Originality of the screenplay. The purpose of the most American films is entertaining. They attract the viewer's attention with unexpected turns of events, creating an intrigue. All this helps to arouse interest of the viewers. Russian script writers try to make films with deep sense.

They take the cinema as an art. But most people prefer to watch films «one time» therefore our films lose interest of spectators from year to year.

- Special effects (in comparison of fragments from the films «Dark world» and "Avatar"). Here we see that films stand on different levels of quality thanks to special effects. The film «Avatar» induces us to feel the atmosphere of the other planet. The founders of the film «Dark world» wanted to show, how witches are able to fly. In our opinion, the flight on dragons looks more naturally, than the flight of the Russian witches.

There was a poll in Russia, whether people watch Russian films? (Drawing 2).

Apparently from the graph, 40% of spectators prefer the Russian films. The age of these interrogated people was over 45 years. They are people who were brought up in the Soviet period. It means that for the last 20 years the Russian cinema couldn't take the spectator neither among youth, no among people of middle age.



Drawing 2 – Popularity of Russian films

For the quality improvement of domestic films and increasing of public interest we offer the following decisions:

- Training to the skills of creation of special effects abroad,
- Application of a qualitative special equipment,
- Shooting pictures with participation of foreign actors. This way raises interest to films.

For example, the film "Wanted", with the assistance of Konstantin Habensky and Angelina Jolie has collected \$341 433 252 in world film distribution.

So, to bail out the Russian film industry from a crisis state the following steps could be useful: state policy, stable financing, and also acceptance of effectual measures in modernization of releasing films. Despite of all these problems, some improvement in the Russian film industry can be seen. Now we know that the movie techniques will be purchased abroad, projective equipment will be made at the domestic enterprises. The new moviegoing equipped by last word technicians will be opened across the country. And we hope that in the future it will take the

Russian cinema on a new world level and will allow the state to receive more profit from the film distribution, than now.